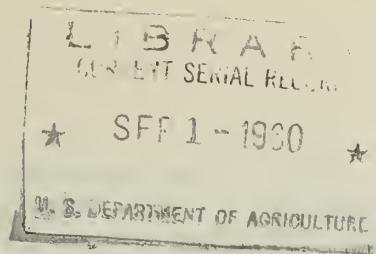


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CONSUMER PURCHASES OF

SELECTED FRUITS AND JUICES

APRIL 1960

CPFJ-102

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

July 1960

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
APRIL 1960

By Clive E. Johnson
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Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Substantially more frozen concentrated orange juice, canned orange juice, pineapple-grapefruit drink, and moderately more chilled orange juice was bought for household use in April 1960 than in the same month a year earlier. Other items, however, were purchased in smaller volume. Household purchases of fresh oranges, canned grapefruit juice, pineapple juice, tomato juice, and miscellaneous concentrated juices were down 12 to 36 percent from April 1959. Purchases of fresh grapefruit, canned grapefruit sections, prune juice, and miscellaneous canned juices were off 4 to 5 percent.

Prices paid for oranges, grapefruit, grapefruit products, and for prune and tomato juices were higher than in April 1959. But lower prices were reported for orange products, pineapple-grapefruit drink and pineapple juice.

The indicated orange crop in the 1959-60 season is the same as a year earlier, but the grapefruit crop is 6 percent smaller. Production of frozen orange concentrate through April was below the peak levels of 1958-59, but was well above earlier years. On the other hand, the pack of canned orange juice and canned grapefruit juice, although somewhat greater than at the end of April 1959, was below levels of earlier seasons.

FROZEN AND CHILLED JUICES

FROZEN ORANGE
CONCENTRATE AT
PEAK APRIL LEVEL

About 5.4 million gallons of frozen concentrated orange juice was bought for home use in April, the largest volume yet reported for the month. This was the fourth month in succession in which purchases rose to a new monthly peak. Buying was up 21 percent from April 1959 and 8 percent from the pre-freeze average (1954-56) for the month. Despite the heavy volume, however, the seasonal decrease from January was greater than usual. 1/ The average family purchase was 7.6 cans (6-ounce), with 28

1/ Data in this report are for 28-day periods to facilitate comparisons.

percent of families buying. There was a slight gain over April 1959 in the size of purchase, with an increase of 2.5 percentage points in the proportion of families buying. Retail prices continued to decline and, at 17.8 cents per 6-ounce can, were 2.4 cents less than a year earlier and the lowest since December 1957 when freezes severely damaged the Florida orange crop. Consumers spent 20.4 million dollars for frozen orange concentrate in April, 7 percent more than a year earlier and 21 percent more than the April average (table 4, page 12).

Production of frozen orange concentrate through April 1960 was down about 8 percent from a year earlier, but was substantially higher than in earlier years. Fewer oranges had been processed than a year earlier and the yield of juice per box of fruit was lower. Canners' stocks were moderately greater than at the end of April 1959.

**MISCELLANEOUS
CONCENTRATES
DOWN 15 PERCENT**

Sales of miscellaneous frozen juice concentrates in retail food stores declined to 641,000 gallons, down 15 percent from April 1959. Cumulative household purchases for the period October 1959-April 1960 were also about 15 percent behind the corresponding period of 1958-59, in contrast

to the sharp gain registered by frozen orange concentrate. On the average, consumers paid 18.5 cents for a 6-ounce can of these juices, 0.9 cent less than in April 1959 (page 19).

**CHILLED ORANGE
JUICE GAINS
8 PERCENT**

More families bought chilled orange juice in April 1960 than a year earlier and retail sales were up 8 percent to 2.1 million gallons. The season's purchase through April, because of the slow start, remained below the corresponding period of either of the two preceding seasons. The downward trend in retail prices continued, and the April average of 37.5 cents per quart was off 1.2 cents from the preceding month and 3.7 cents from a year earlier. This was the lowest price paid for chilled orange juice in more than 2 years (page 13).

CANNED SINGLE-STRENGTH JUICES

**ORANGE IS THE
ONE CANNED JUICE
UP FROM A YEAR
EARLIER**

Sales of canned orange juice for home consumption were 13 percent greater than the low April 1959 volume. Nonetheless, purchases were down sharply from January in contrast to the usual relatively stable level during these months. The downtrend in retail prices since September 1959 was halted, and prices rose 1.5 cents over March to 38.2 cents per 46-ounce can. The April 1959 price was 43.5 cents per can. Purchases averaged 2.1 cans per buying family during the month, well above April 1959. However, the proportion of families buying held at 7 percent (page 14).

Production of canned orange juice increased over the unusually low volume of 1958-59, but failed to reach levels of earlier years. Similarly, canners' stocks were larger than in April 1959, but were off from prior years.

GRAPEFRUIT JUICE
DOWN SHARPLY

April purchases of canned grapefruit juice fell 36 percent from the relatively high volume of a year earlier to about match the low for this 10-year series. Buying has been on the downtrend since January in contrast to the usual gain occurring in the first months of the year. The April volume of 563,000 cases reflected an average purchase of 1.9 46-ounce cans by about 5 percent of the Nation's families. This was a drop of 16 percent in the size of purchase and of 2 percentage points in the proportion of families buying. Retail prices eased to 31.5 cents per can, about the same as in most months since July. April 1959 prices were 29.6 cents per can (page 15).

Production of canned grapefruit juice for the season through April was moderately greater than in the same period of 1958-59. Canners' stocks, however, were up considerably from April 1959.

PINEAPPLE JUICE
DOWN 12 PERCENT

Retail sales of pineapple juice amounted to about 933,000 cases in April which was about 88 percent of the volume a year earlier. The proportion of families buying dropped 2 percentage points. The average purchase per buying family of two 46-ounce cans, however, was a little larger. Retail prices, which had held at a little more than 31 cents per can for several months, were down 1.4 cents from a year earlier (page 16).

PRUNE JUICE AT
6-YEAR APRIL LOW

April purchases of prune juice made a heavy seasonal decline of 13 percent from March, and were down 5 percent from the relatively low level of a year earlier. The drop was associated with fewer families buying. The average family purchase of 2.1 quarts, the same as a year earlier, was at a price of 43.9 cents per quart. This price was 1 cent more than a year earlier and nearly the same as the peak price of May 1959. Production of prunes increased over the small 1958 crop, but was smaller than in earlier years (page 17).

TOMATO JUICE
DROPS TO 4-YEAR
APRIL LOW

Retail purchases of tomato juice were down 22 percent from a year earlier when buying was the heaviest recorded in the 10-year series. This brought the purchase level below the 1954-56 average, in contrast to higher-than-average purchases prevailing in most months since 1957. Only about 16 percent of families bought compared with 19 percent a year earlier, and the family purchase of 1.9 46-ounce cans was 11 percent smaller. The average can of tomato juice cost 27.6 cents, up 1.6 cents from April 1959. Despite the relatively small volume, the quantity of tomato juice bought was considerably greater than combined purchases of canned orange and canned grapefruit juices or of prune and pineapple juices (page 18).

MISCELLANEOUS
JUICES DOWN
MODERATELY

About 1.4 million cases of miscellaneous canned juices were bought for home consumption in April, a drop of 4 percent from the same month of 1959. Purchases

averaged 1.5 46-ounce cans on a buying-family basis, with 18 percent of families using these products. The average retail price was 37.4 cents per can (page 19).

CANNED JUICES
OFF 13 PERCENT
IN TOTAL

family purchases of single-strength juices averaged 2.6 46-ounce cans for the 42 percent of families that bought (page 19).

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK
MAKES STRONG
SEASONAL GAIN

Sales of canned orange drink in grocery stores rose 30 percent over March, more than 3 times the usual gain between the 2 months. The total of 524,000 cases bought, the same as in April 1959, reflected an average purchase of 2.5 46-ounce cans by 4 percent of the Nation's families.

The retail price dropped 1.4 cents from the high March level to 29.8 cents per can, and was a little less than a year earlier (page 20).

PINEAPPLE-
GRAPEFRUIT
DRINK UP
18 PERCENT

The 1.2 million cases of pineapple-grapefruit drink bought in retail food outlets in April reflected an increase of about 18 percent in both the size of the average family's purchase and in total volume. Buying, however, was down sharply from the preceding month. Retail prices continued to ease, and the April price of 28.1 cents per 46-ounce can was down 2.4 cents from a year earlier. This was only slightly more than was paid for tomato juice, and from 2 to 10 cents less than was paid for other canned drinks or juices. Relatively small purchases of pineapple-grapefruit drink were made in the first 4 months of the season (October 1959-January 1960). However, with buying at record monthly levels since that time, cumulative purchases for the season have caught up to the corresponding period of 1958-59 (page 21).

GOOD SEASONAL
GAIN FOR
MISCELLANEOUS
FRUIT DRINKS

Household consumption of miscellaneous fruit drinks increased 9 percent over March. Data are not available for a year earlier. Retail sales totaled 1.4 million cases in April, reflecting an average purchase of 2.4 46-ounce cans for 11 percent of the Nation's families. The average price of 35 cents per can was down a little from preceding months. The total amount consumers spent for miscellaneous canned fruit drinks was within 7 percent of the expenditure for miscellaneous canned single-strength juices; it was moderately more than was spent for tomato juice, it was substantially more than was spent for any other single canned drink or juice (page 19).

FRUIT DRINK
VOLUME HALF
THAT OF
SINGLE-STRENGTH
JUICES

A total of 3.1 million cases of canned fruit drinks was sold at retail to the 19 percent of families buying these products. The family purchase averaged 2.9 46-ounce cans, compared with 2.6 cans of single-strength juices. The proportion of families buying canned fruit drinks, however, was a little less than half that buying canned single-strength juices (page 19).

FRESH AND CANNED FRUIT

ORANGES OFF
15 PERCENT

Fewer families buying and a smaller average size of purchase resulted in substantially lower retail sales of fresh oranges in April 1960 than in the same month of 1959. In most of the 1959-60 season, however, movement was well above a year earlier and total purchases for the season were about 9 percent ahead of the corresponding period of 1958-59. About 37 percent of families bought in April, making an average purchase of 22 oranges. This represented declines of more than 1 percentage point in the proportion of families buying, and of 5 oranges in the size of purchase. Prices paid at 53.7 cents per dozen were 4 cents higher than a year earlier.

The indicated production of oranges is about the same in 1959-60 as in the preceding season. California crops are smaller, but heavier production is indicated for other producing areas. Movement of Florida oranges for both fresh use and for processing is ahead of last year. But with a larger crop, more Florida oranges were left for marketing at the end of April than a year earlier (page 22).

GRAPEFRUIT
BELOW 1958-59
FOR FIRST TIME

April sales of fresh grapefruit in retail outlets were down 4 percent from a year earlier. This was the first month that 1959-60 purchases were below a year earlier. Cumulative purchases for the season were the heaviest since 1955-56. The 1.9 million boxes bought was associated with an average purchase of 11 grapefruit by about 24 percent of the Nation's families. The proportion buying was 3 percentage points less than a year earlier but the size of purchase was somewhat larger. Retail prices rose 9 cents over March for a considerably greater-than-average gain. Except for the freeze year of 1958, the 94.1 cents paid per dozen was the highest April price yet reported.

The 1959-60 grapefruit crop was estimated 6 percent smaller than in the preceding season and only moderately larger than in the freeze year of 1957-58. Movement of the Florida crop (75 percent of total production) was much nearer completion than a year earlier. More grapefruit were sold for fresh use than in 1958-59 but fewer were processed (page 23).

GRAPEFRUIT
SECTIONS
DOWN 5 PERCENT

Fewer families buying and a smaller size of purchase led to a 5 percent drop from April 1959 in retail sales of canned grapefruit sections. The 220,000 cases bought

represented an average purchase of 3.2 No. 303 cans by about 4 percent of the Nation's families. The average price of 20.5 cents per can was a little higher than a year earlier. Prices for grapefruit sections for the past 2 years have varied between 20 and 21 cents per can.

Cumulative purchases of grapefruit sections for the season through April were down 13 percent from the corresponding period of 1958-59. Production of the product was down about that amount and canners' stocks at the end of April were also smaller than a year earlier (page 24).

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, April 1960 and 1959

Commodity	Total purchases			Purchases per buying family			Families buying			Average price paid per actual unit		
				Number	Quantity per purchase		April	1960	1959	April	1960	1959
	April : 1960	Change : 1960-59	April : 1959	April : 1960	April : 1959		April : 1960	1959		April : 1960	Unit : 1960	Unit : 1959
	1,000	1,000										
FROZEN CONCENTRATED JUICES:												
Orange	5,385	4,448	21	2.0	2.1	22.7	20.5	28.3	25.8	6-oz.	17.8	20.2
Grapefruit	641	756	-15			14.7	14.3			6-oz.	18.5	19.4
Miscellaneous												
Total	6,026	5,204	16				19.3		28.6			
CHILLED ORANGE JUICE	2,099	1,942	8	2.9	3.2	39.1	37.2	4.4	4.1	32-oz.	37.5	41.2
CANNED SINGLE-STRENGTH JUICES: 1/	1,000	1,000										
Orange	831	734	13	1.7	1.7	57.5	50.7	7.0	7.0	46-oz.	38.2	43.5
Grapefruit	563	880	-36	1.4	1.5	61.0	67.6	5.3	7.3	46-oz.	31.5	29.6
Pineapple	933	1,066	-12	1.4	1.5	64.3	58.4	8.7	10.6	46-oz.	31.1	32.5
Prune	545	572	-5	1.8	1.7	37.6	39.8	6.5	6.9	32-oz.	43.9	42.9
Tomato	1,658	2,127	-22	1.5	1.5	58.6	66.1	15.7	18.5	46-oz.	27.6	26.0
Miscellaneous 2/	1,414	1,476	-4	1.7		40.0		17.5		46-oz.	37.4	
Total	5,944	6,855	-13	2.3		51.4			41.9			
CANNED SINGLE-STRENGTH DRINKS: 1/												
Orange	524	517	1	1.4	1.6	82.3	69.4	3.7	4.0	46-oz.	29.8	
Pineapple-grapefruit	1,176	1,000	18	1.4	1.4	82.0	68.9	8.4	8.5	46-oz.	28.1	
Miscellaneous fruit	1,406			1.7		65.3		10.6		46-oz.	35.0	
CANNED GRAPEFRUIT SECTIONS	220	231	-5	1.4	1.4	36.8	37.5	3.9	4.3	16-oz.3/	20.5	20.1
FRESH FRUIT:												
Oranges	2,097	2,466	-15	1.9	2.2	11.8	12.4	36.7	38.2	Doz.	53.7	49.9
Grapefruit	1,874	1,958	-4	2.0	2.0	5.5	5.3	23.8	26.6	Doz.	94.1	91.2

1/ Equivalent cases of 24 No. 2 cans. 2/ Current month includes lemon juice which previously was reported separately. 3/ Equivalent No. 303 can.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.	2,419	2,465	3,883	2,970	559	416	382	355	7,243	6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.	2,097	2,466	3,619	2,980	485	440	363	346	6,564	6,232
May		1,976		2,768		389		343		5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

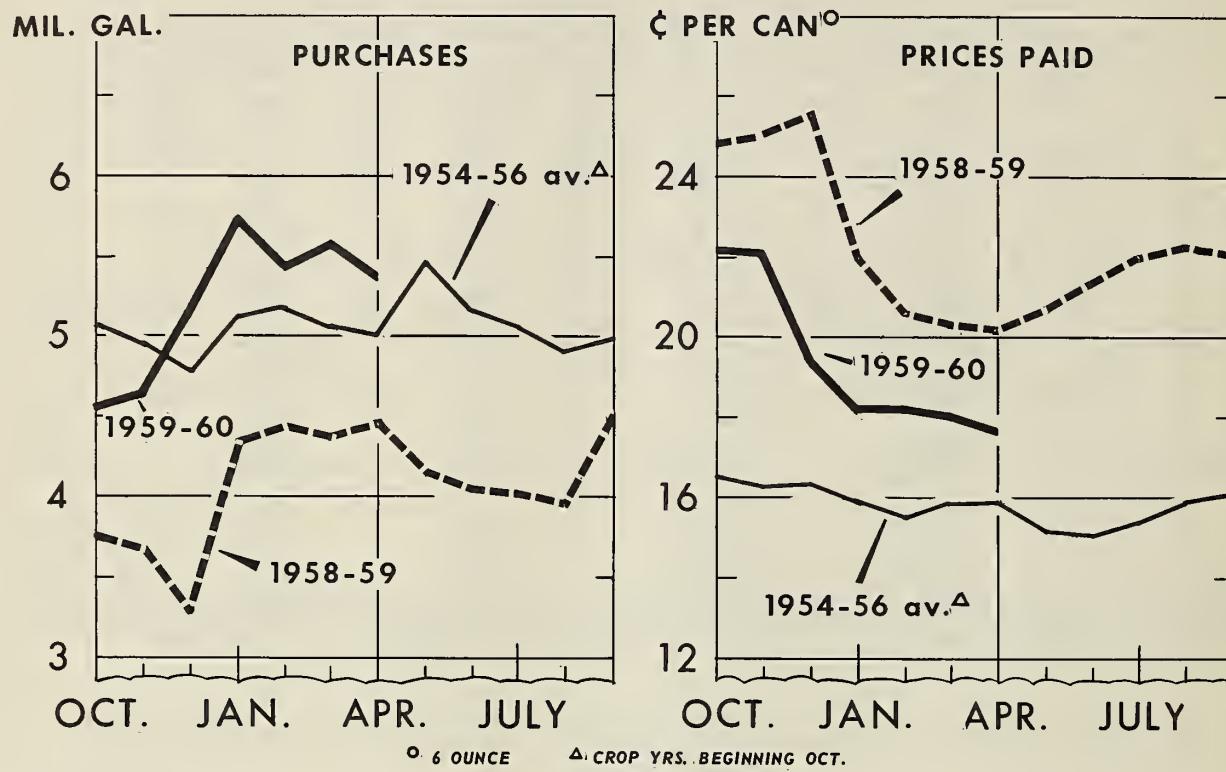
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.	2,384	2,178	442	505	144	144	2,970	2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.	1,874	1,958	417	647	153	167	2,444	2,772
May		1,383		648		144		2,175
Jun.		774		523		168		1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE,

Figure 1

NEG. 6645-60(6) AGRICULTURAL MARKETING SERVICE

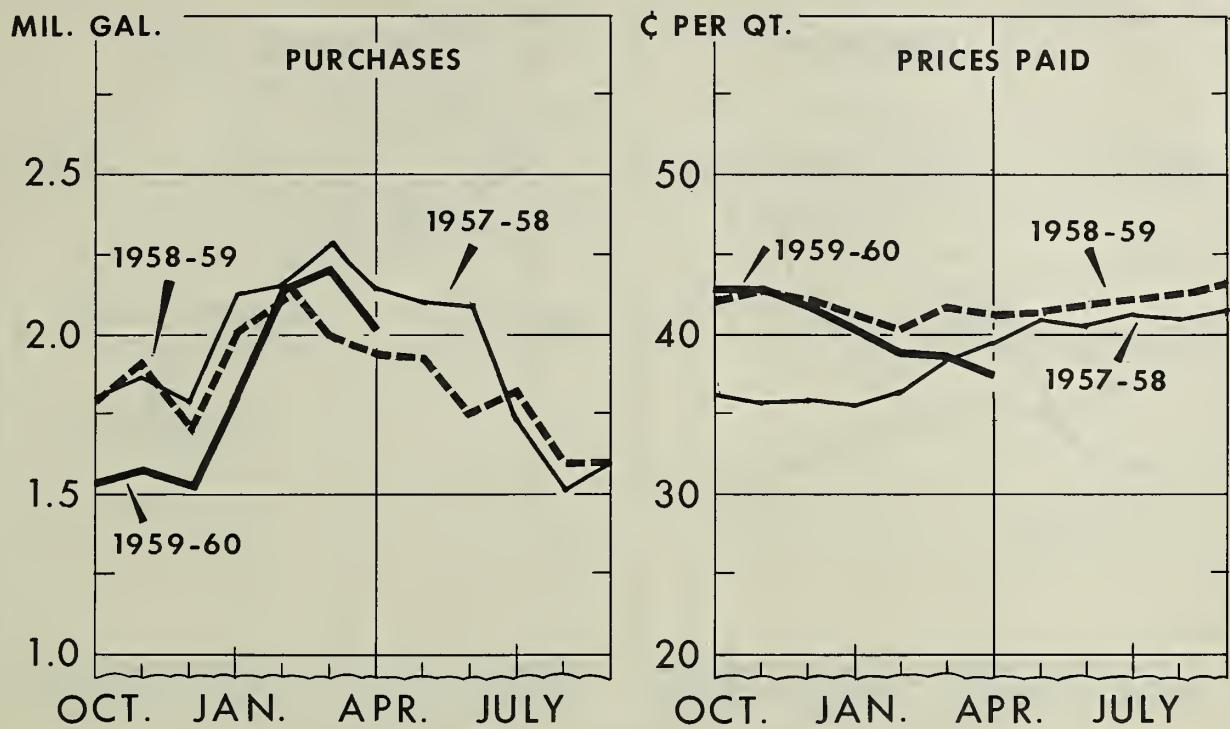
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	: Average			: 1958-59			: Average		
	: 1959-60			: 1954-55/			: 1958-59		
	: 1956-57			: 1959-60			: 1954-55/		
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.	11,465	15,902							
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.	5,579	4,367	5,043	27.8	26.1	26.7	18.1	20.3	15.8
Oct.-Mar.	25,707	32,579							
Apr.	5,385	4,448	5,006	28.3	25.8	25.2	17.8	20.2	15.8
May		4,131	5,441		24.8	24.2		20.7	15.2
Jun.		4,066	5,147		25.9	23.5		21.3	15.1
Oct.-Jun.	39,221	49,479							
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season	52,870	65,680					22.1	15.8	

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60(6) AGRICULTURAL MARKETING SERVICE

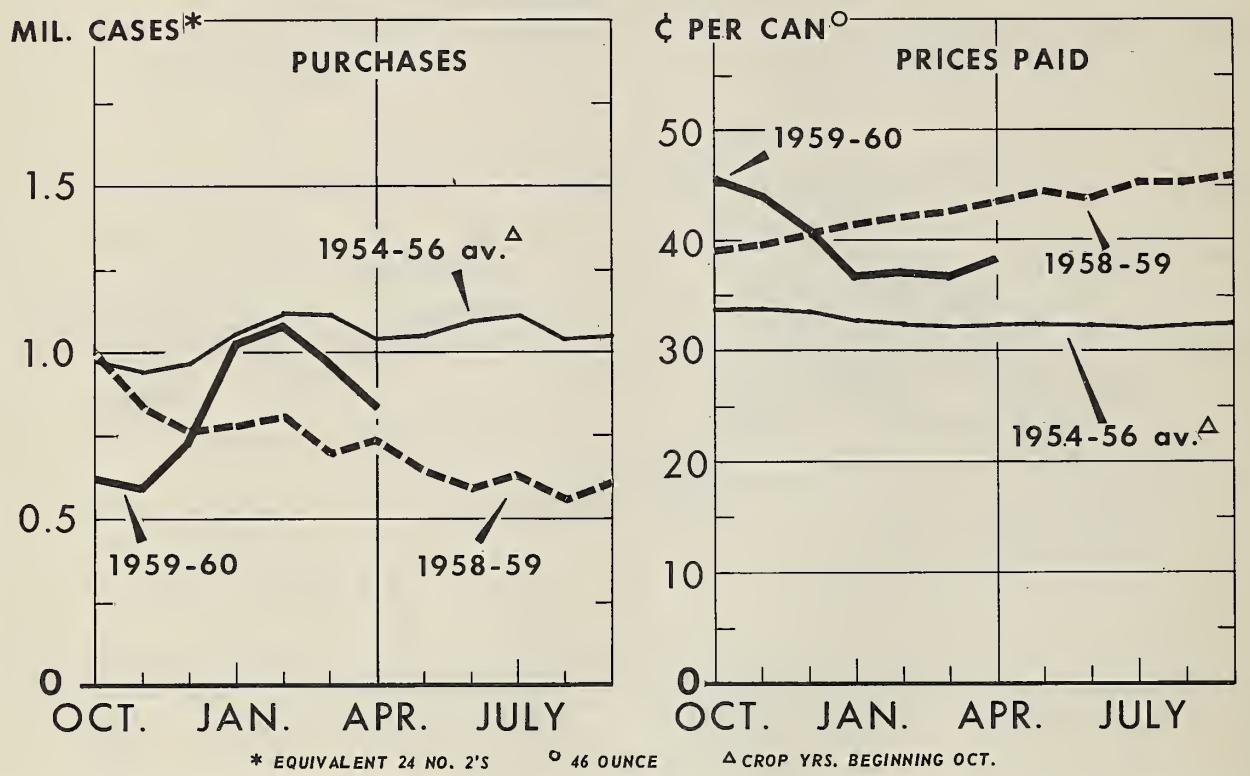
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Oct.-Dec.									
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.	2,220	1,993	2,277	4.7	4.4	4.8	38.7	41.6	38.4
Oct.-Mar.		12,343	13,153						
Oct.-Mar.									
Apr.	2,099	1,942	2,147	4.4	4.1	4.4	37.5	41.2	39.6
May		1,925	2,099		4.1	4.2		41.4	40.9
Jun.		1,748	2,087		3.9	4.0		41.9	40.4
Oct.-Jun.		18,385	19,944						
Oct.-Jun.									
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-60(6) AGRICULTURAL MARKETING SERVICE

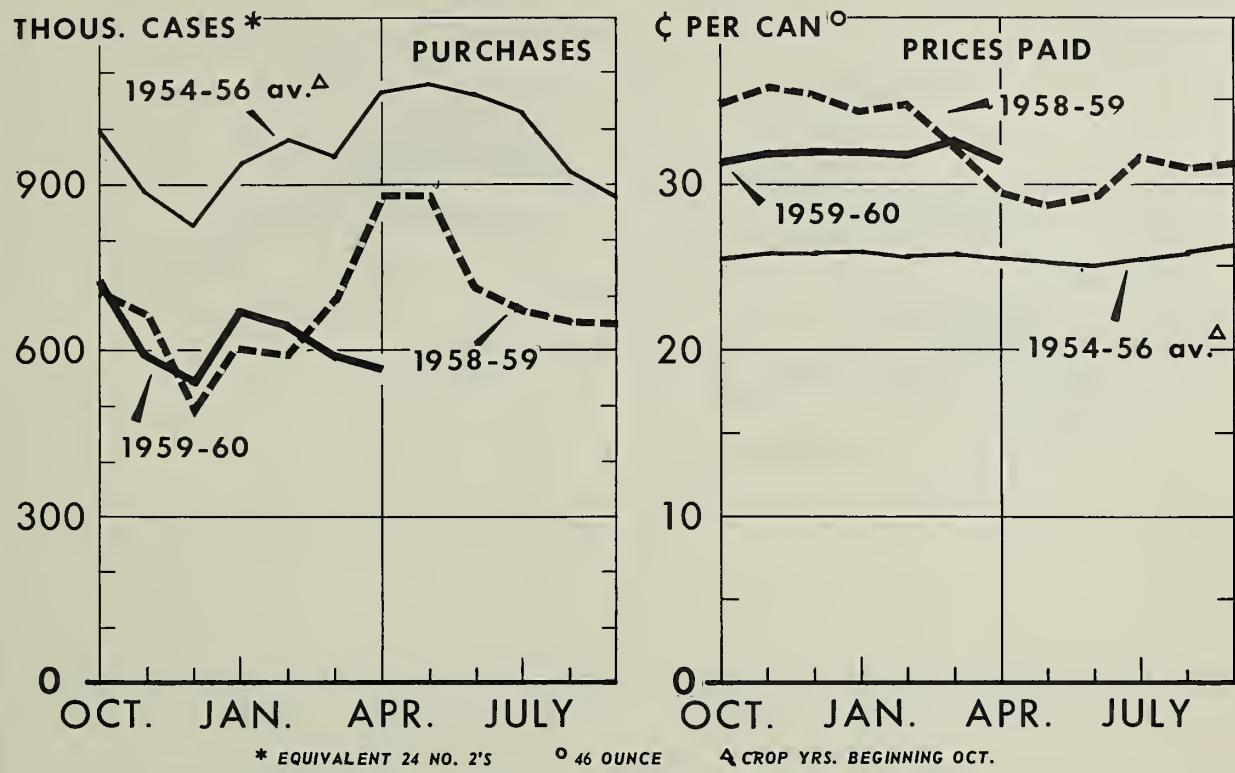
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average :			: 1958-59 : 1957-58 :			: Average :		
	1959-60	1958-59	1954-55	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.	964	694	1,113	7.9	6.7	11.8	36.7	42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.	831	734	1,033	7.0	7.0	11.4	38.2	43.5	32.4
May		650	1,046		6.3	11.0		44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60 (6) AGRICULTURAL MARKETING SERVICE

Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.	589	689	950	5.5	6.5	6.9	32.7	32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.	563	880	1,069	5.3	7.3	7.8	31.5	29.6	25.7
May		882	1,083		7.5	7.4		28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE JUICE

Consumer Purchases and Prices Paid

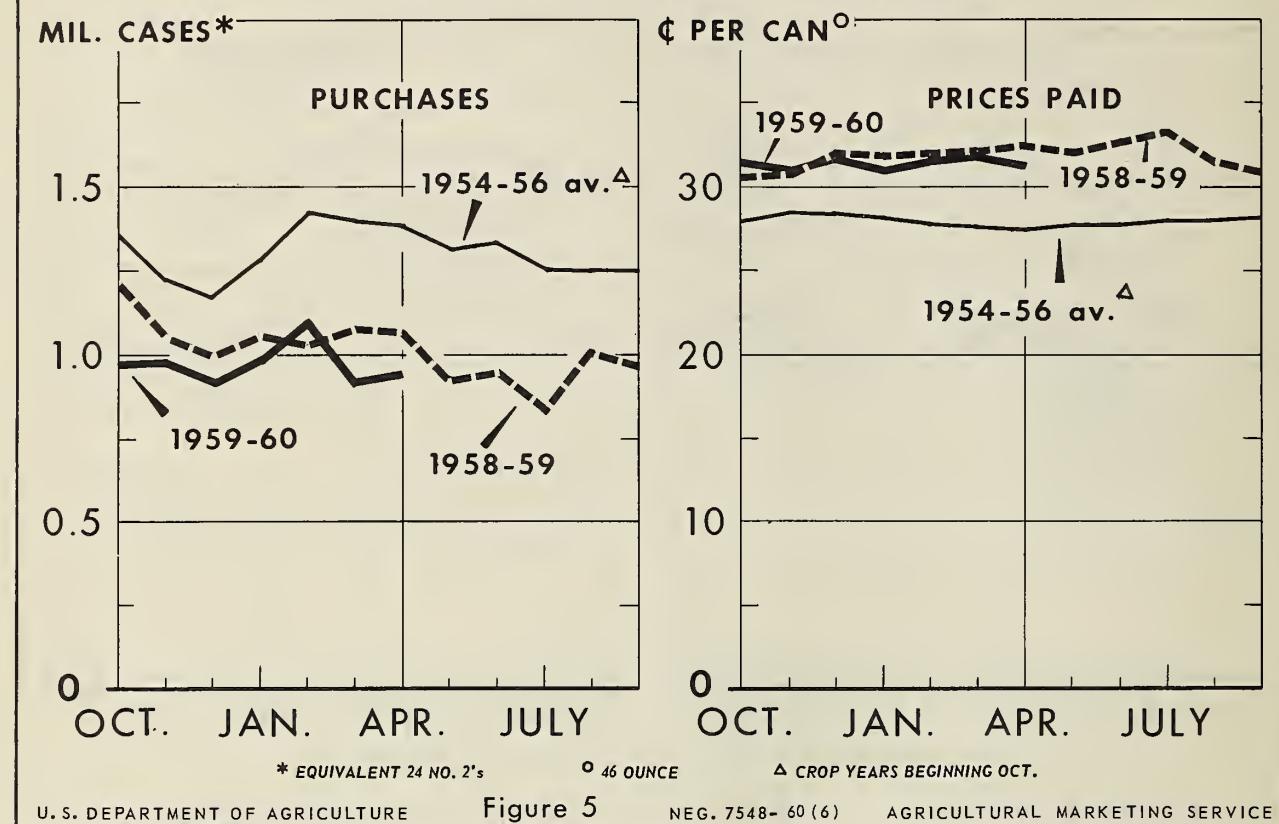


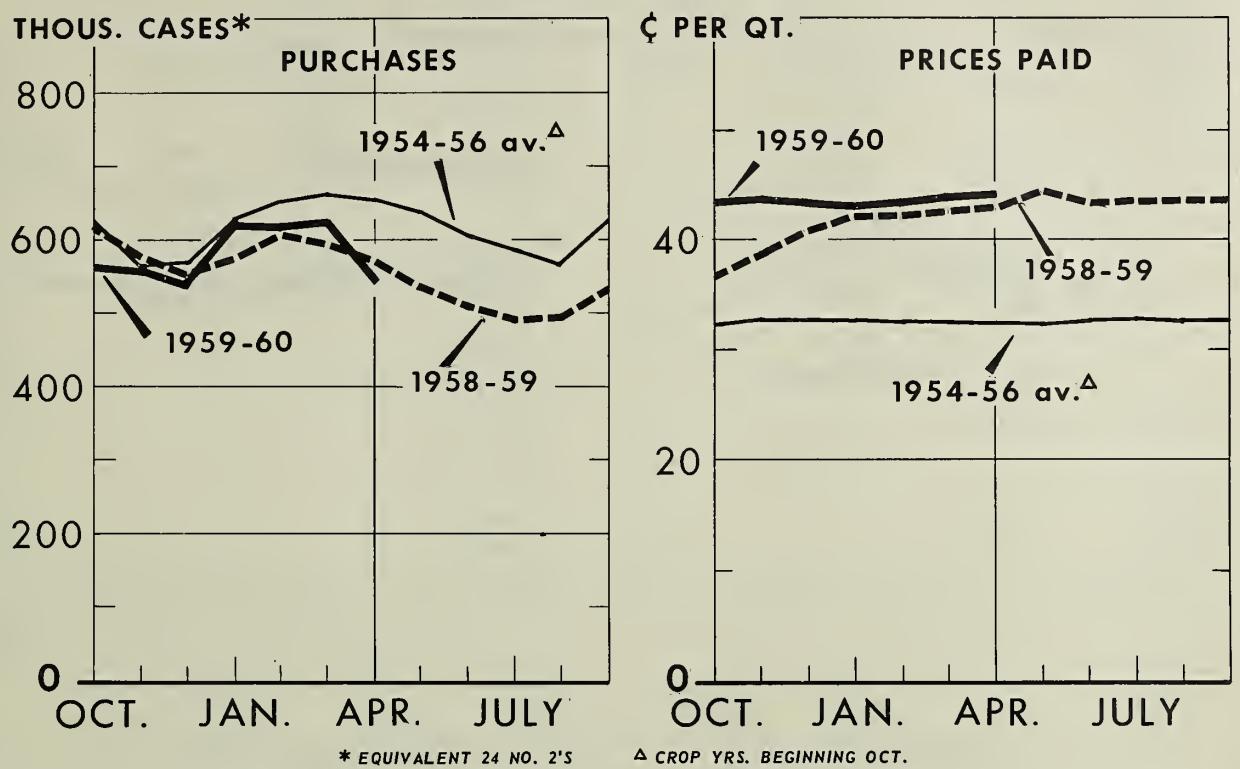
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average :			: 1958-59 : 1957-58 :			: Average :		
	: 1959-60 : 1958-59 : 1954-55/			: 1959-60 : 1958-59 : 1957-58 :			: 1959-60 : 1958-59 : 1954-55/		
	: 1956-57 :			: 1956-57 :			: 1956-57 :		
	1,000	1,000	1,000						
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.	3,501	4,027							
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.	915	1,079	1,400	8.6	10.4	12.4	31.8	32.2	27.5
Oct.-Mar.	6,929	8,507							
Apr.	933	1,066	1,388	8.7	10.6	11.8	31.1	32.5	27.4
May		926	1,312		9.3	12.6		32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.	10,046	12,878							
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season	13,113	16,906						31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60 (6) AGRICULTURAL MARKETING SERVICE.

Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	: Average			: 1958-59 : 1954-55/ : 1959-60 : 1958-59 : 1957-58 : 1959-60 : 1958-59 : 1954-55/			: 1956-57 : : : : : : : 1956-57		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.	624	596	660	7.3	6.9	7.6	43.7	42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.	545	572	653	6.5	6.9	7.4	43.9	42.9	32.4
May		536	636		6.3	7.0		44.2	32.4
Jun.		507	603		6.0	6.7		43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid

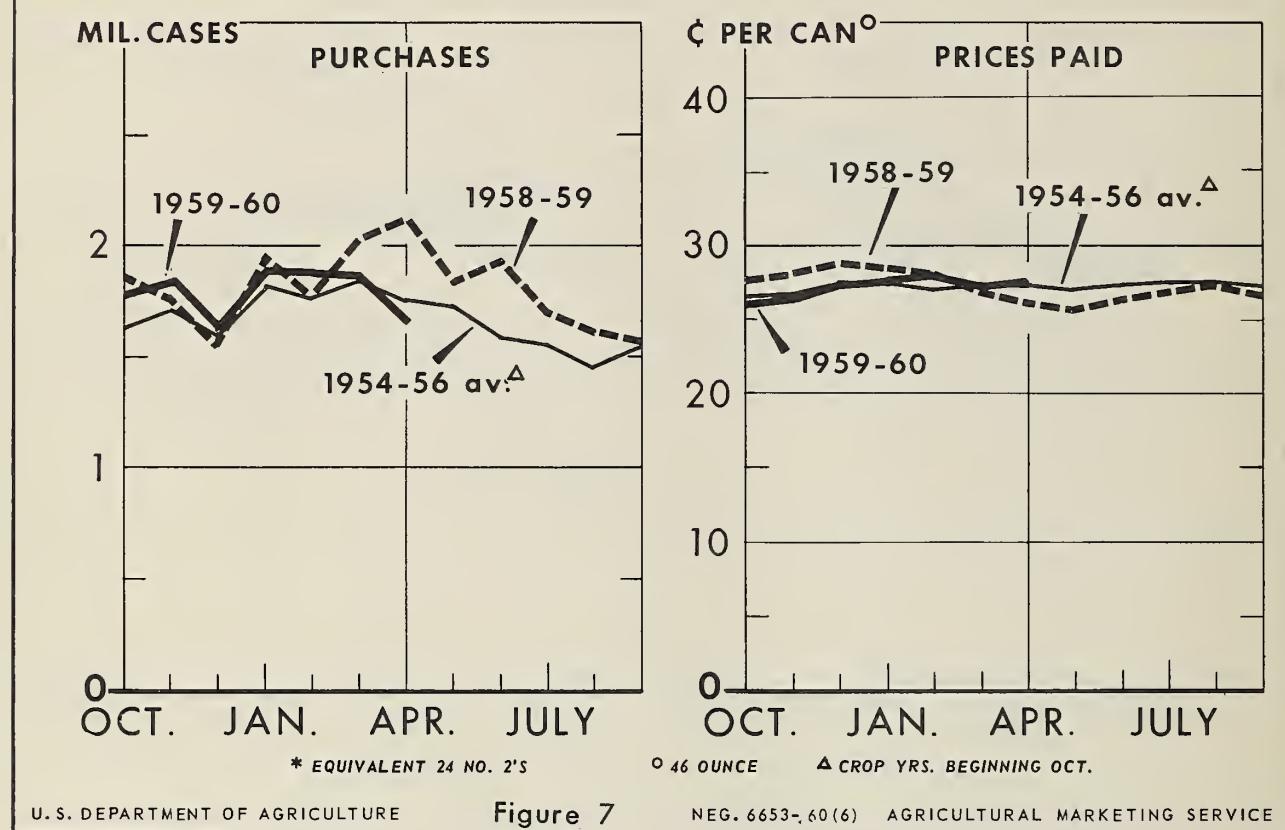


Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
Oct.	1,000	1,000	1,000						
cases 2/	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.	5,596	5,390							
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.	1,865	2,033	1,846	17.1	18.1	18.1	27.3	26.9	27.3
Oct.-Mar.	11,853	11,282							
Apr.	1,658	2,127	1,755	15.7	18.5	18.6	27.6	26.0	27.2
May		1,846	1,715		16.0	17.4		25.6	27.0
Jun.		1,933	1,593		16.9	17.1		26.1	27.4
Oct.-Jun.	18,104	16,772							
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season	23,491	21,657						27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/				All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	
October	1,289	1,453		5,967	6,836		
November	1,188	1,455		5,749	6,357		
December	1,207	1,379		5,550	5,744		
January							
February	1,397	1,547		6,591	6,527		
March	1,456	1,571		6,761	6,399		
April	1,460	1,536		6,417	6,627		
May							
June	1,414	1,476		5,944	6,855		
July		1,598			6,438		
August		1,508		1,694	6,197		6,122
September							
July		1,378	1,616		5,712	5,706	
August		1,280	1,494		5,610	5,390	
September		1,244	1,305		5,561	5,202	

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

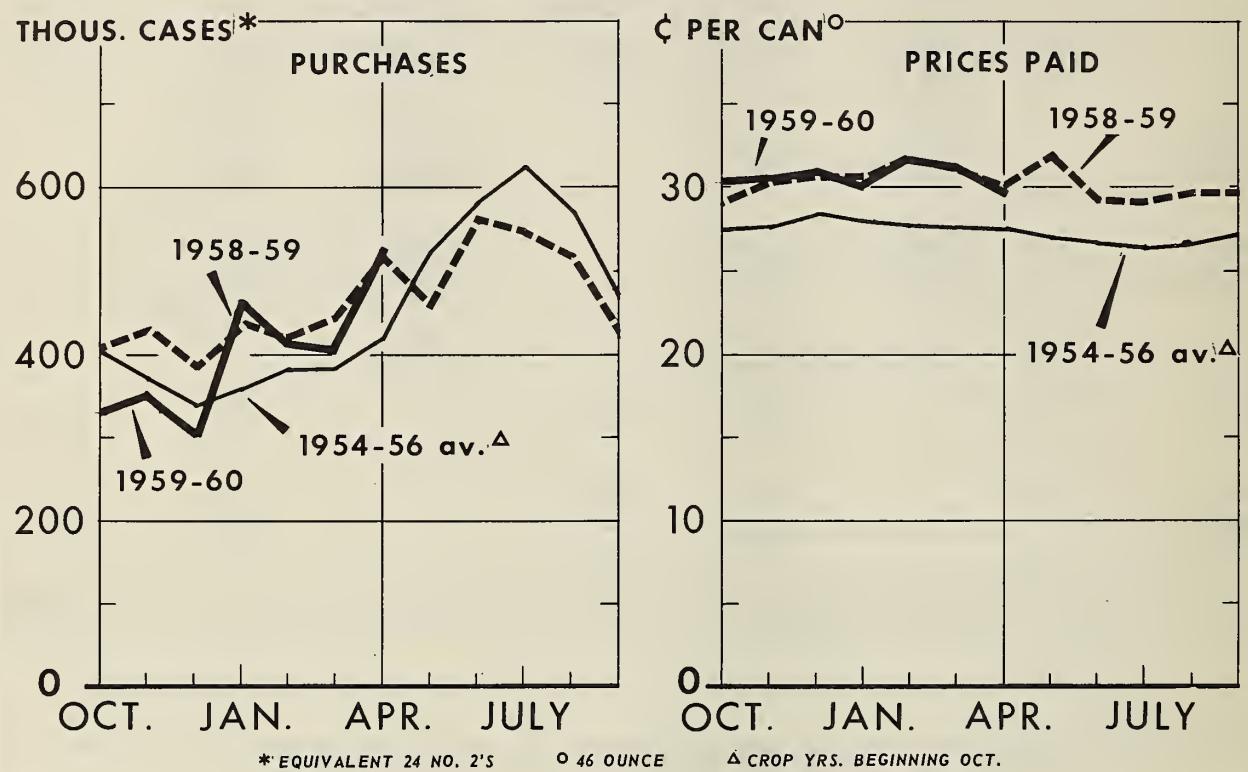
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/			
	Purchases		Prices paid per 6 ounce can		Purchases		Prices paid per 46 ounce can	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 4/	1,000 cases 4/	Cents	Cents
October	728	801	19.4	19.5	1,199		36.0	
November	506	791	19.9	19.9	1,144		36.1	
December	466	707	20.1	20.3	1,101		35.3	
January	629	642	18.9	19.7	1,215		35.8	
February	717	655	18.9	19.6	1,323		35.5	
March	607	690	18.6	19.7	1,294		35.4	
April	641	756	18.5	19.4	1,406		35.0	
May		740		19.1				
June		801		18.9				
July		734		18.9		1,795		31.2
August		670		19.0		1,680		31.4
September		625		19.2		1,425		32.0

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. Data were first available in October 1959. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(6) AGRICULTURAL MARKETING SERVICE

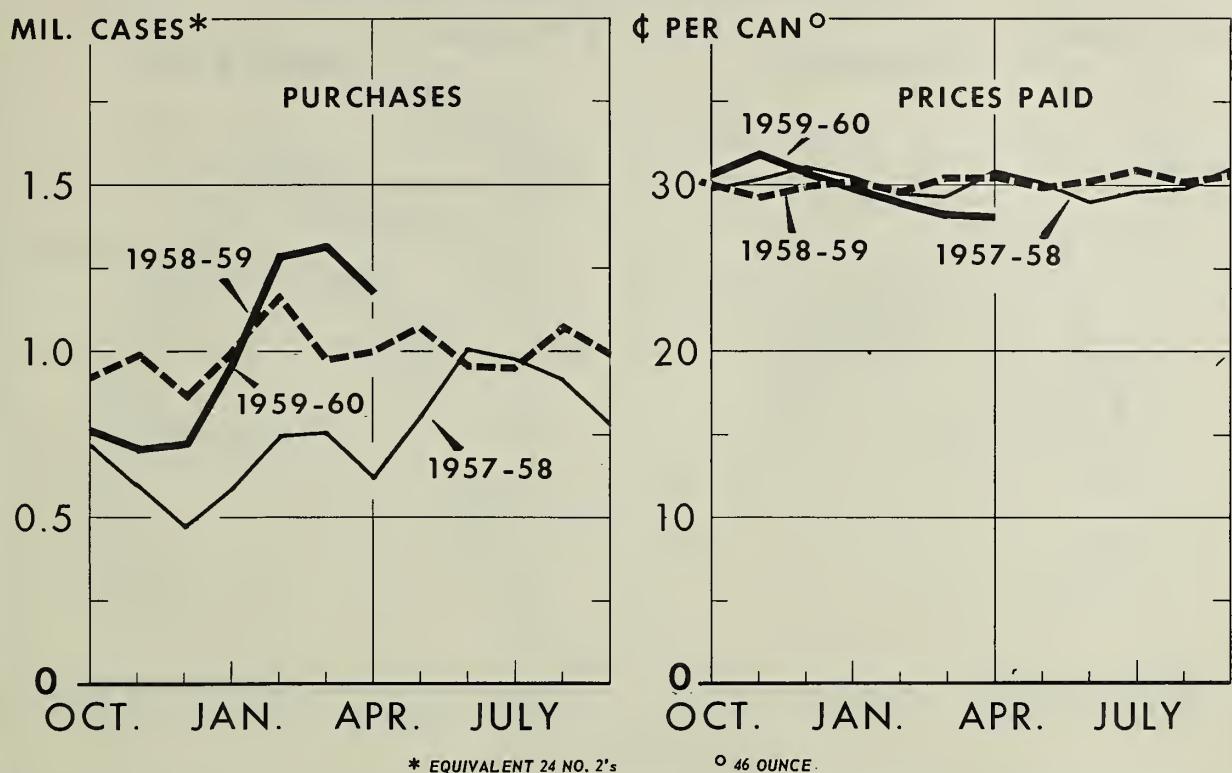
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.	1,304		1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.	404	444	385	3.3	3.7	3.2	31.2	31.0	27.7
Oct.-Mar.	2,691		2,422						
Apr.	524	517	420	3.7	4.0	4.4	29.8	30.3	27.5
May		461	524		3.6	3.7		31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.	4,409		4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season	5,959	5,875						30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60(6)

AGRICULTURAL MARKETING SERVICE

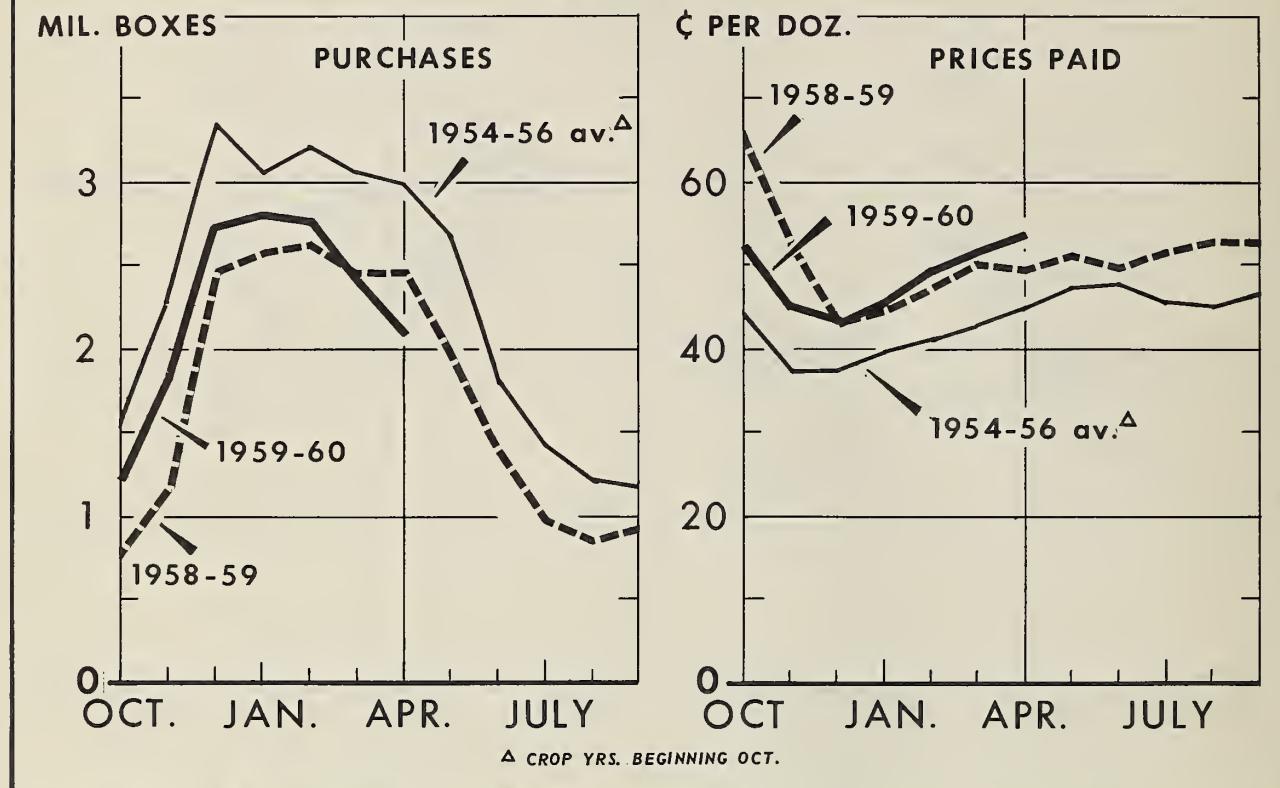
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.	1,322	973	755	9.4	8.6	6.9	28.3	30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.	1,176	1,000	621	8.4	8.5	6.3	28.1	30.5	30.9
May		1,079	808		9.4	7.3		29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60(6) AGRICULTURAL MARKETING SERVICE.

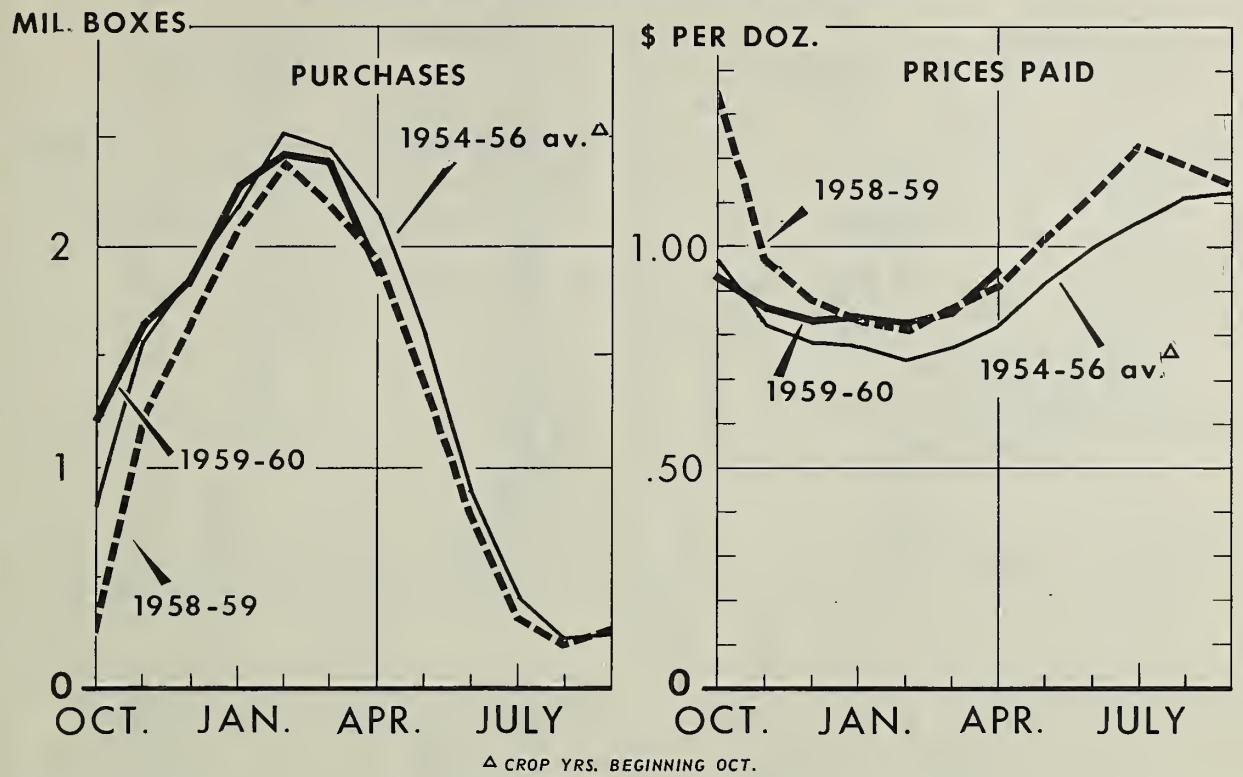
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	: Average			: Average			: Average		
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.	4,749	7,900							
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.	2,419	2,465	3,059	40.6	40.5	39.7	51.8	50.1	43.0
Oct.-Mar.	13,085	15,167							
Apr.	2,097	2,466	2,986	36.7	38.2	33.7	53.7	49.9	44.8
May		1,976	2,682		34.5	32.1		51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.	19,210	26,025							
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season	22,269	30,113						49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658-60 (6) AGRICULTURAL MARKETING SERVICE

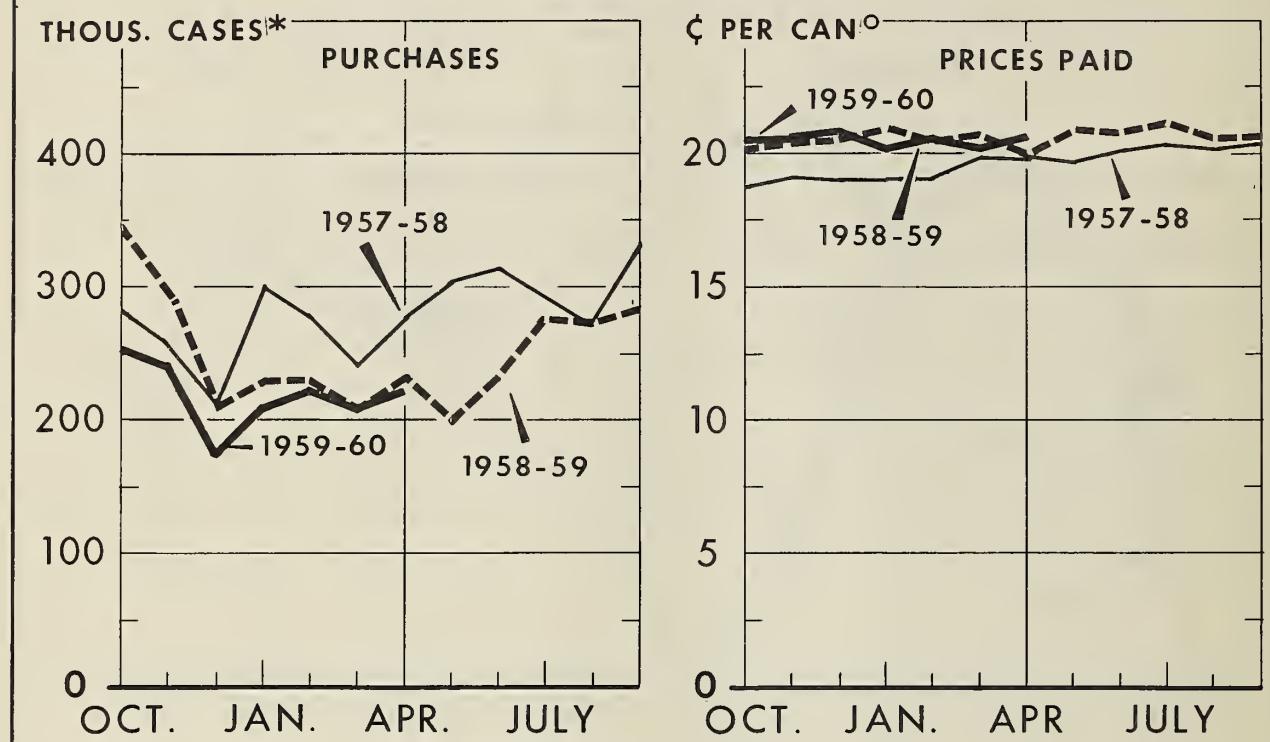
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	: Average			: 1958-59 : 1954-55/			: 1954-55/		
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.	3,543	4,787							
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.	2,384	2,178	2,440	29.1	28.2	30.1	85.2	86.1	77.7
Oct.-Mar.	10,749	12,619							
Apr.	1,874	1,958	2,153	23.8	26.6	23.7	94.1	91.2	82.1
May		1,383	1,587		20.1	18.4		101.4	91.5
Jun.		774	896		13.2	10.0		111.8	99.9
Oct.-Jun.	14,992	17,573							
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season	15,961	18,519						91.8	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2'S

○ NO. 303

U.S. DEPARTMENT OF AGRICULTURE

Figure 12

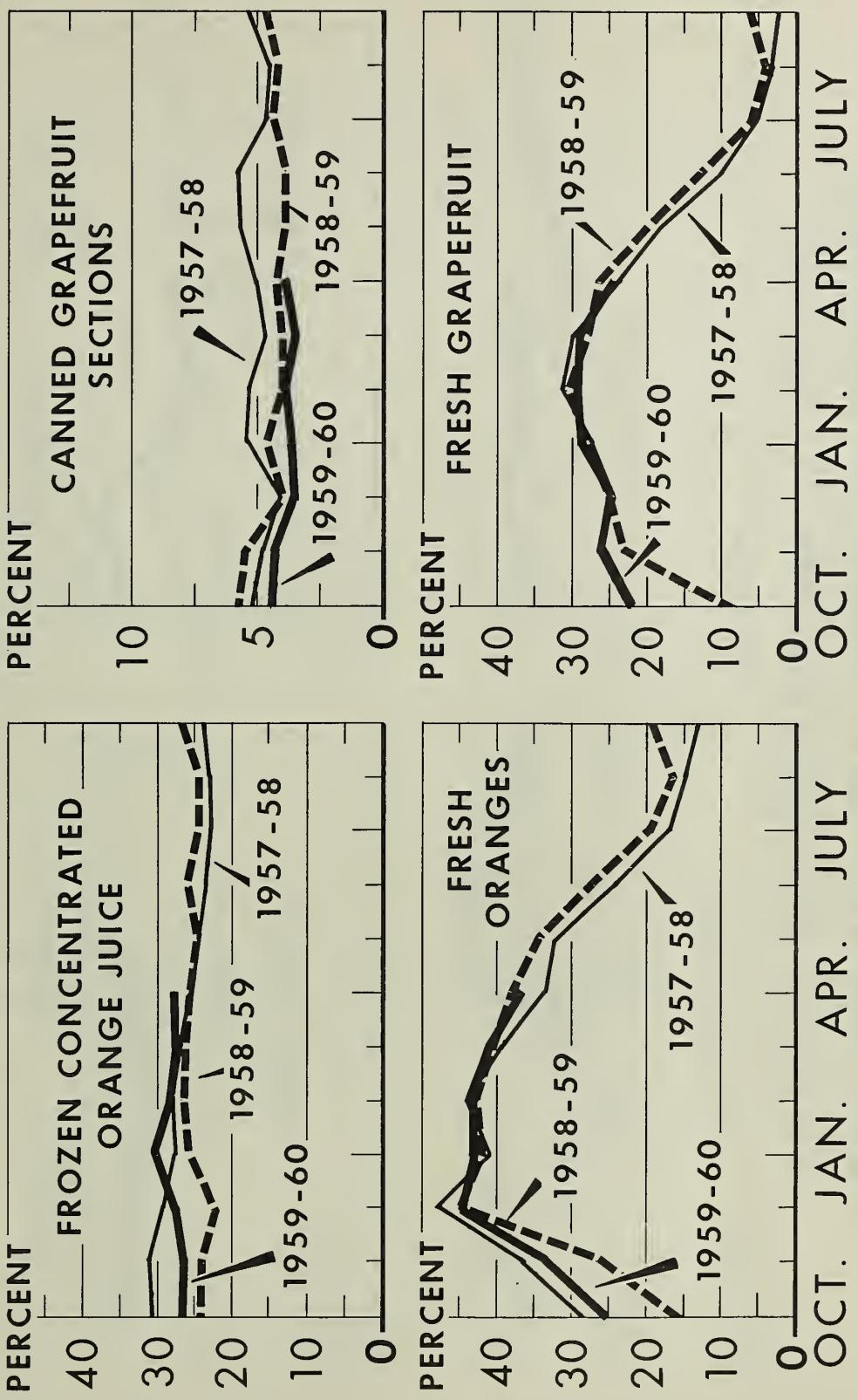
NEG. 6654-60(6) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.	897	803							
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.	209	209	240	3.5	4.1	4.7	20.2	20.7	19.8
Oct.-Mar.	1,628	1,675							
Apr.	220	231	278	3.9	4.3	5.1	20.5	20.1	19.8
May		200	303		3.9	5.7		20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.	2,152	2,649							
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season	3,066	3,614					20.5	19.6	

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT



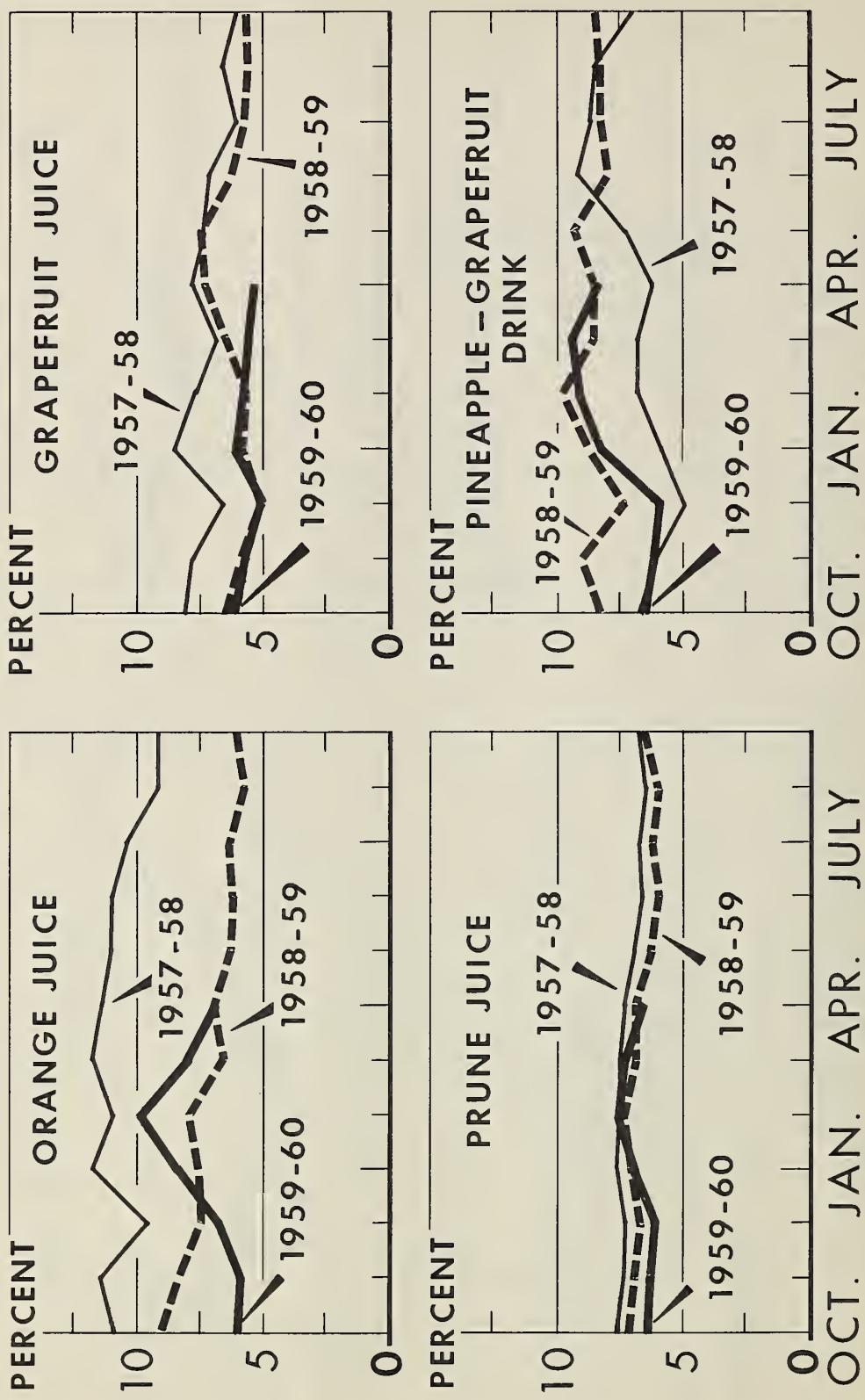
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Figure 13

NEG. 7550-60(6)

AGRICULTURAL MARKETING SERVICE

PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



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Figure 14

NEG. 7551-60 (6) AGRICULTURAL MARKETING SERVICE

